

Table III.1  
REASONS FOR PURCHASING  
COLOR TV SETS  
1970-1984

<u>Reason</u>	<u>Year of Purchase</u>														
	<u>1970</u> <u>%</u>	<u>71</u> <u>%</u>	<u>72</u> <u>%</u>	<u>73</u> <u>%</u>	<u>74</u> <u>%</u>	<u>75</u> <u>%</u>	<u>76</u> <u>%</u>	<u>77</u> <u>%</u>	<u>78</u> <u>%</u>	<u>79</u> <u>%</u>	<u>1980</u> <u>%</u>	<u>81</u> <u>%</u>	<u>82</u> <u>%</u>	<u>83</u> <u>%</u>	<u>84</u> <u>%</u>
First Color TV	63	65	60	57	47	42	40	33	30	27	22	19	15	14	10
Replacement TV	30	26	27	28	38	38	38	43	44	45	47	42	42	40	40
Displacement TV	1	2	2	3	2	4	5	5	4	7	8	10	9	10	12
Additional TV	6	7	10	13	13	17	17	19	21	21	24	29	33	37	38
Base: Color TV Sets	(1202)	(649)	(869)	(738)	(845)	(1117)	(948)	(809)	(1261)	(1285)	(1546)	(1090)	(1547)	(1786)	(2276)

Table III.2

REASONS FOR PURCHASING  
CONSOLE COLOR TV SETS  
1970-1984

<u>Reason</u>	<u>Year of Purchase</u>														
	<u>1970</u> <u>%</u>	<u>71</u> <u>%</u>	<u>72</u> <u>%</u>	<u>73</u> <u>%</u>	<u>74</u> <u>%</u>	<u>75</u> <u>%</u>	<u>76</u> <u>%</u>	<u>77</u> <u>%</u>	<u>78</u> <u>%</u>	<u>79</u> <u>%</u>	<u>1980</u> <u>%</u>	<u>81</u> <u>%</u>	<u>82</u> <u>%</u>	<u>83</u> <u>%</u>	<u>84</u> <u>%</u>
First Color TV	64	67	59	55	44	42	33	29	24	22	18	18	13	12	8
Replacement TV	33	29	34	36	48	48	51	58	62	60	62	56	60	58	56
Displacement TV	1	2	2	4	2	4	6	6	5	8	9	13	14	13	17
Additional TV	2	3	5	5	6	7	9	7	10	10	11	13	14	17	18
Base: Color TV Sets	(612)	(309)	(376)	(285)	(351)	(401)	(317)	(259)	(383)	(410)	(460)	(267)	(365)	(422)	(481)

Table III.3  
REASONS FOR PURCHASING  
PORTABLE COLOR TV SETS  
1970-1984

<u>Reason</u>	<u>Year of Purchase</u>														
	<u>1970</u> <u>%</u>	<u>71</u> <u>%</u>	<u>72</u> <u>%</u>	<u>73</u> <u>%</u>	<u>74</u> <u>%</u>	<u>75</u> <u>%</u>	<u>76</u> <u>%</u>	<u>77</u> <u>%</u>	<u>78</u> <u>%</u>	<u>79</u> <u>%</u>	<u>1980</u> <u>%</u>	<u>81</u> <u>%</u>	<u>82</u> <u>%</u>	<u>83</u> <u>%</u>	<u>84</u> <u>%</u>
First Color TV	63	64	62	58	50	42	44	35	33	30	23	19	16	15	11
Replacement TV	25	23	22	23	30	32	31	35	37	37	40	37	37	34	35
Displacement TV	2	3	2	2	3	4	4	5	4	7	7	9	8	9	10
Additional TV	11	11	14	17	18	22	21	25	27	26	30	34	40	43	44
Base: Color TV Sets	(566)	(324)	(472)	(441)	(483)	(689)	(608)	(536)	(849)	(854)	(1060)	(794)	(1138)	(1307)	(1675)

Table III.4  
OUT-OF-USE RATES FOR  
COLOR TV SETS PURCHASED  
1970-1980

[illegible]

## **SECTION IV**

### **Role of Electronic Peripherals**

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Table IV.1  
 OWNERSHIP OF  
 ELECTRONIC PERIPHERALS  
 AMONG COLOR TV HOUSEHOLDS

<u>Peripherals</u>	Currently Own* <hr/> %
Video Cassette Recorder	25
Home Computer	14
Video Game	27
Basic Cable TV	37
Premium Cable TV	22
Video Disc Player	2
None	33
Base: Color TV Households	(11742)

\*Percentages add to more than 100% because multiple responses were permitted.

Table IV.2  
 DEMOGRAPHIC PROFILE FOR  
 OWNERS OF ELECTRONIC PERIPHERALS

	Peripherals						
	VCR	Home Computer	Video Game	Basic Cable TV	Premium Cable TV	Video Disc Player	All U.S. Household
	%	%	%	%	%	%	%
Household Size							
One	17	10	8	20	16	15	23
Two	29	22	17	32	28	28	32
Three	21	20	23	19	21	19	18
Four	20	28	29	18	21	18	16
Five or more	13	21	23	12	14	19	12
Income							
Less than \$10,000	9	8	10	15	9	17	24
\$10,000 - \$14,999	8	8	11	13	9	13	14
\$15,000 - \$24,999	21	20	24	25	24	23	24
\$25,000 - \$39,999	31	33	31	27	30	20	23
\$40,000 and above	31	31	23	20	27	26	16
Age							
Under 30	20	15	21	17	20	18	21
20 - 39	32	40	42	26	34	25	22
40 - 49	20	25	23	18	21	25	16
50 - 59	16	14	11	17	15	15	15
60+	11	6	4	22	10	16	26

Base: Color TV  
 Households (2939) (1639) (3164) (4339) (2545) (201)

Table IV.3

ELECTRONIC PERIPHERALS AND THE NUMBER  
OF TV SETS PER HOUSEHOLD

	<u>Peripherals</u>					
	<u>VCR</u> <u>%</u>	<u>Home</u> <u>Computer</u> <u>%</u>	<u>Video</u> <u>Game</u> <u>%</u>	<u>Basic</u> <u>Cable TV</u> <u>%</u>	<u>Premium</u> <u>Cable TV</u> <u>%</u>	<u>Video</u> <u>Disc Player</u> <u>%</u>
<u>Number of TV Sets</u>						
Single Color TV	37	37	44	49	43	37
Multiple Color TV's	63	63	56	51	57	63
Base: Color TV Households (2860)	(2860)	(1590)	(3071)	(4185)	(2480)	(195)



Table IV.4  
USE OF ELECTRONIC PERIPHERALS WITH  
HOUSEHOLD TV SETS

<u>TV Sets</u>	<u>Peripherals</u>					
	<u>VCR</u> <u>%</u>	<u>Home</u> <u>Computer</u> <u>%</u>	<u>Video</u> <u>Game</u> <u>%</u>	<u>Basic</u> <u>Cable TV</u> <u>%</u>	<u>Premium</u> <u>Cable TV</u> <u>%</u>	<u>Video</u> <u>Disc Player</u> <u>%</u>
Newest Color TV	65	27	45	79	75	64
Other Color TV	35	25	39	46	50	37
Black & White TV	1	20	15	6	3	1
Not used with TV/Not used	3	30	4	1	3	4
Base: Color TV Households (2860)	(2860)	(1590)	(3071)	(4185)	(2480)	(195)

Table IV.5

LINKAGE OF ELECTRONIC PERIPHERALS  
AND COLOR TV PURCHASES

	<u>Year of Color TV Purchase</u>	
	<u>1983</u> <u>%</u>	<u>1984</u> <u>%</u>
<u>Proportion of All Color TV Households Purchasing TV's</u>	15	23
<u>Peripheral Purchased in Same Year as TV</u>		
VCR	28	34
Home Computer	27	40
Video Game	24	38
Basic Cable TV	24	36
Premium Cable TV	28	32
Video Disc Player	* *	*
<u>Peripheral Purchased in Prior Year to TV</u>		
VCR	25	34
Home Computer	24	28
Video Game	23	29
Basic Cable TV	25	23
Premium Cable TV	22	23
Video Disc Player	*	*

\*Number of cases too small for analysis.

Table IV.6

LIKELIHOOD OF BUYING A COLOR TV SET  
IN THE NEXT 12 MONTHS

		<u>Buy Color TV</u>			
		<u>Somewhat Likely</u>	<u>Very Likely</u>	<u>Base: Color TV Households</u>	
		<u>%</u>	<u>%</u>		
All Color TV Households		19	9	(11670)	
		<u>Buy Peripheral In the Next 12 Months</u>		<u>Buy Color TV, if Buy Peripheral</u>	
		<u>Somewhat Likely</u>	<u>Very Likely</u>	<u>Somewhat More Likely</u>	<u>Much/More Likely</u>
		<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Peripheral</u>		<u>Base: Color TV Households</u>		<u>Base: Color TV Households</u>	
VCR	22	10	(4113)	22	13 (1245)
Home Computer	19	4	(4069)	23	8 (867)
Video Game	6	1	(3235)	24	9 (205)
Basic Cable TV	14	6	(2634)	18	8 (467)
Premium Cable TV	11	3	(3527)	21	10 (425)
Video Disc Player	5	1	(4524)	28	13 (252)

## **SECTION V**

### **New Color TV Products**

Table V.1  
CURRENT OWNERSHIP  
OF PROJECTION TELEVISION IN COLOR TV HOUSEHOLDS

	<u>Ownership</u> <u>%</u>
Yes	1
No	99
Base: Color TV Households	(11520)

Table V.2  
PURCHASE INTENTION FOR  
PROJECTION TELEVISION IN THE NEXT 12 MONTHS

	<u>Intention of Buying</u> <u>%</u>
Very Likely	1
Somewhat Likely	4
Not at all Likely	95
Base: Color TV Households	(11545)

Table V.3  
 DEMOGRAPHIC PROFILE  
 OF COLOR TV HOUSEHOLDS OWNING  
 & LIKELY TO PURCHASE PROJECTION TV SETS

	Currently Own <u>%</u>	Somewhat Likely to Buy in 12 Months <u>%</u>	Very Likely to Buy in in 12 Months <u>%</u>	All U.S. Households <u>%</u>
<u>Household Size</u>				
One	26	18	21	23
Two	34	27	36	32
Three	13	18	10	18
Four	13	19	20	16
Five or more	15	18	13	12
<u>Income</u>				
Less than \$10,000	20	15	21	24
\$10,000 - \$14,999	10	10	19	14
\$15,000 - \$24,999	19	25	18	24
\$25,000 - \$39,999	21	27	17	23
\$40,000 and above	30	24	25	16
<u>Age</u>				
Under 30	12	25	25	21
30 - 39	18	32	26	22
40 - 49	25	21	20	16
50 - 59	18	10	11	15
60+	28	12	17	26

Base: Color TV Households (137) (485) (84)

Table V.4

PURCHASE INTENTION FOR DIGITAL  
AND STEREO TELEVISION WITHIN 12 MONTHS OF AVAILABILITY

	Digital Television (+ \$50) <u>%</u>	Stereo Television (+ \$100) <u>%</u>
Very Likely	8	6
Somewhat Likely	41	24
Not at all Likely	51	71
Base Color: Color TV Households	(11509)	(11523)

## APPENDIX



# CONSUMER MAIL PANEL

P.O. BOX 70, OAK PARK, ILLINOIS 60363



JOB NO. 6658

1-2 Group

3-8 MIQ

9-13 ID

☒ 14

Dear Panel Member,

Today I have a survey about color televisions and other electronic home entertainment products. Your answers are very important to me, so please answer all the questions that apply to you. Thank you.

- 1a. Have you ever owned a color television set? Yes..... ☐ 1  
No..... ☐ 2

(15)

(Stop and return questionnaire)

- 1b. How many color televisions have you acquired in the past 15 years, (since 1970), regardless of whether you still have them or if they are still working? \_\_\_\_\_ (16-17)

Complete a column below for each color television set you have acquired in the past 15 years, regardless of whether you still have them or if they are still in working order.

	Newest Color TV	2nd., Newest Color TV	3rd Newest Color TV	4th Newest Color TV
2. What year was this set acquired?	19__	19__	19__	19__
3. Was it acquired new or used?	New.....1 <input type="checkbox"/> Used....2 <input type="checkbox"/>	New.....1 <input type="checkbox"/> Used....2 <input type="checkbox"/>	New.....1 <input type="checkbox"/> Used....2 <input type="checkbox"/>	New.....1 <input type="checkbox"/> Used....2 <input type="checkbox"/>
4. Was this the first Color TV you acquired?	First Color TV...1 <input type="checkbox"/>	First Color TV...1 <input type="checkbox"/>	First Color TV...1 <input type="checkbox"/>	First Color TV...1 <input type="checkbox"/>
OR	OR	OR	OR	OR
Was it purchased to <u>replace</u> a TV set that is no longer used in your household?	Replacement TV.....2 <input type="checkbox"/>	Replacement TV.....2 <input type="checkbox"/>	Replacement TV.....2 <input type="checkbox"/>	Replacement TV.....2 <input type="checkbox"/>
OR	OR	OR	OR	OR
Was it purchased to take the place of another set that is still used in the household? (For example, to upgrade your main TV.)	TV takes place of set still in use....3 <input type="checkbox"/>	TV takes place of set still in use....3 <input type="checkbox"/>	TV takes place of set still in use....3 <input type="checkbox"/>	TV takes place of set still in use....3 <input type="checkbox"/>
OR	OR	OR	OR	OR
Was it purchased as an <u>additional</u> set for another room or individual in the household?	Additional TV.....4 <input type="checkbox"/>	Additional TV.....4 <input type="checkbox"/>	Additional TV.....4 <input type="checkbox"/>	Additional TV.....4 <input type="checkbox"/>
	(18-21)	(22-25)	(26-29)	(30-33)

11. Is this set still in use?
- |          | Newest<br>Color TV                       | 2nd<br>Newest<br>Color TV                | 3rd<br>Newest<br>Color TV                | 4th<br>Newest<br>Color TV                |
|----------|--|--|--|--|
| Yes..... | <input type="checkbox"/> 1<br>(go to 14) | <input type="checkbox"/> 1<br>(go to 14) | <input type="checkbox"/> 1<br>(go to 14) | <input type="checkbox"/> 1<br>(go to 14) |
| No.....  | <input type="checkbox"/> 2 (14)          | <input type="checkbox"/> 2 (15)          | <input type="checkbox"/> 2 (16)          | <input type="checkbox"/> 2 (17)          |
12. What year did it go out of use?
- |          | Newest<br>Color TV | 2nd<br>Newest<br>Color TV | 3rd<br>Newest<br>Color TV | 4th<br>Newest<br>Color TV |
|----------|--------------------|---------------------------|---------------------------|---------------------------|
| 19 _____ | (18-19)            | 19 _____                  | 19 _____                  | 19 _____                  |
|          |                    | (20-21)                   | (22-23)                   | (24-25)                   |
13. Of those color TV sets that are no longer working or no longer in your possession, what did you do with them?
- |                           |                                  |                                  |                                  |                                  |
|---------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| 1. Gave away              | <input type="checkbox"/> 1       | <input type="checkbox"/> 1       | <input type="checkbox"/> 1       | <input type="checkbox"/> 1       |
| 2. Traded in              | <input type="checkbox"/> 2       | <input type="checkbox"/> 2       | <input type="checkbox"/> 2       | <input type="checkbox"/> 2       |
| 3. Have, but don't use    | <input type="checkbox"/> 3       | <input type="checkbox"/> 3       | <input type="checkbox"/> 3       | <input type="checkbox"/> 3       |
| 4. Sold                   | <input type="checkbox"/> 4       | <input type="checkbox"/> 4       | <input type="checkbox"/> 4       | <input type="checkbox"/> 4       |
| 5. Junked                 | <input type="checkbox"/> 5       | <input type="checkbox"/> 5       | <input type="checkbox"/> 5       | <input type="checkbox"/> 5       |
| 6. Lost                   | <input type="checkbox"/> 6       | <input type="checkbox"/> 6       | <input type="checkbox"/> 6       | <input type="checkbox"/> 6       |
| 7. Stolen                 | <input type="checkbox"/> 7 (26)  | <input type="checkbox"/> 7 (27)  | <input type="checkbox"/> 7 (28)  | <input type="checkbox"/> 7 (29)  |
| 8. Other (please specify) | <input type="checkbox"/> 8 _____ | <input type="checkbox"/> 8 _____ | <input type="checkbox"/> 8 _____ | <input type="checkbox"/> 8 _____ |
14. Which set do you consider to be your main television? (CHECK ONLY ONE)
- |                            |                            |                            |                            |
|----------------------------|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
|----------------------------|----------------------------|----------------------------|----------------------------|
- (30)
15. In which room in your home do you usually use this set? (CHECK ONLY one per TV)
- |                           |                                  |                                  |                                  |                                  |
|---------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| 1. Set not in use         | <input type="checkbox"/> 1       | <input type="checkbox"/> 1       | <input type="checkbox"/> 1       | <input type="checkbox"/> 1       |
| 2. Family Room/Playroom   | <input type="checkbox"/> 2       | <input type="checkbox"/> 2       | <input type="checkbox"/> 2       | <input type="checkbox"/> 2       |
| 3. Living Room            | <input type="checkbox"/> 3       | <input type="checkbox"/> 3       | <input type="checkbox"/> 3       | <input type="checkbox"/> 3       |
| 4. Bedroom                | <input type="checkbox"/> 4       | <input type="checkbox"/> 4       | <input type="checkbox"/> 4       | <input type="checkbox"/> 4       |
| 5. Kitchen                | <input type="checkbox"/> 5       | <input type="checkbox"/> 5       | <input type="checkbox"/> 5       | <input type="checkbox"/> 5       |
| 6. Study/Den/Library      | <input type="checkbox"/> 6 (31)  | <input type="checkbox"/> 6 (32)  | <input type="checkbox"/> 6 (33)  | <input type="checkbox"/> 6 (34)  |
| 7. Other (please specify) | <input type="checkbox"/> 7 _____ | <input type="checkbox"/> 7 _____ | <input type="checkbox"/> 7 _____ | <input type="checkbox"/> 7 _____ |
16. How many color television sets do you now own? \_\_\_\_\_ (35-36)
17. How many of these color televisions are in working order? \_\_\_\_\_ (37-38)
18. How many of these color televisions are in use? \_\_\_\_\_ (39-40)
19. How likely are you to purchase a color television in the next 12 months?
- Very Likely.....☐1
- Somewhat Likely.....☐2
- Not at all Likely...☐3
- (41)

# CONSUMER MAIL PANEL

P.O. BOX 70, OAK PARK, ILLINOIS 60303



JOB NO. 6658

1-2 Group

3-8 MIQ

9-13 ID

☒ 14

Dear Panel Member,

Today I have a survey about color televisions and other electronic home entertainment products. Your answers are very important to me, so please answer all the questions that apply to you. Thank you.

- 1a. Have you ever owned a color television set? Yes..... ☐ 1  
 No..... ☐ 2 (15)

(Stop and return questionnaire)

- 1b. How many color televisions have you acquired in the past 15 years, (since 1970), regardless of whether you still have them or if they are still working? \_\_\_\_\_ (16-17)

Complete a column below for each color television set you have acquired in the past 15 years, regardless of whether you still have them or if they are still in working order.

	Newest Color TV	2nd Newest Color TV	3rd Newest Color TV	4th Newest Color TV
2. What year was this set acquired?	19 _____	19 _____	19 _____	19 _____
3. Was it acquired new or used?	New.....1 <input type="checkbox"/> Used.....2 <input type="checkbox"/>	New.....1 <input type="checkbox"/> Used.....2 <input type="checkbox"/>	New.....1 <input type="checkbox"/> Used.....2 <input type="checkbox"/>	New.....1 <input type="checkbox"/> Used.....2 <input type="checkbox"/>
4. Was this the first Color TV you acquired?	First Color TV...1 <input type="checkbox"/>	First Color TV...1 <input type="checkbox"/>	First Color TV...1 <input type="checkbox"/>	First Color TV...1 <input type="checkbox"/>
OR	OR	OR	OR	OR
Was it purchased to <u>replace</u> a TV set that is no longer used in your household?	Replacement TV.....2 <input type="checkbox"/>	Replacement TV.....2 <input type="checkbox"/>	Replacement TV.....2 <input type="checkbox"/>	Replacement TV.....2 <input type="checkbox"/>
OR	OR	OR	OR	OR
Was it purchased to take the place of another set that is still used in the household? (For example, to upgrade your main TV.)	TV takes place of set still in use.....3 <input type="checkbox"/>	TV takes place of set still in use.....3 <input type="checkbox"/>	TV takes place of set still in use.....3 <input type="checkbox"/>	TV takes place of set still in use.....3 <input type="checkbox"/>
OR	OR	OR	OR	OR
Was it purchased as an <u>additional</u> set for another room or individual in the household?	Additional TV.....4 <input type="checkbox"/>	Additional TV.....4 <input type="checkbox"/>	Additional TV.....4 <input type="checkbox"/>	Additional TV.....4 <input type="checkbox"/>
	(18-21)	(22-25)	(26-29)	(30-33)

11. Is this set still in use?
- |                                     | Newest<br>Color TV                  | 2nd<br>Newest<br>Color TV           | 3rd<br>Newest<br>Color TV           | 4th<br>Newest<br>Color TV           |
|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Yes..... <input type="checkbox"/> 1 | Yes..... <input type="checkbox"/> 1 | Yes..... <input type="checkbox"/> 1 | Yes..... <input type="checkbox"/> 1 | Yes..... <input type="checkbox"/> 1 |
| (go to 14)                          | (go to 14)                          | (go to 14)                          | (go to 14)                          | (go to 14)                          |
| No..... <input type="checkbox"/> 2  | No..... <input type="checkbox"/> 2  | No..... <input type="checkbox"/> 2  | No..... <input type="checkbox"/> 2  | No..... <input type="checkbox"/> 2  |
| (14)                                | (15)                                | (16)                                | (17)                                |                                     |
12. What year did it go out of use?
- |         | Newest<br>Color TV | 2nd<br>Newest<br>Color TV | 3rd<br>Newest<br>Color TV | 4th<br>Newest<br>Color TV |
|---------|--------------------|---------------------------|---------------------------|---------------------------|
| 19_____ | 19_____            | 19_____                   | 19_____                   | 19_____                   |
| (18-19) | (20-21)            | (22-23)                   | (24-25)                   |                           |
13. Of those color TV sets that are no longer working or no longer in your possession, what did you do with them?
- |                           | Newest<br>Color TV         | 2nd<br>Newest<br>Color TV  | 3rd<br>Newest<br>Color TV  | 4th<br>Newest<br>Color TV  |
|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 1. Gave away              | <input type="checkbox"/> 1 | <input type="checkbox"/> 1 | <input type="checkbox"/> 1 | <input type="checkbox"/> 1 |
| 2. Traded in              | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 |
| 3. Have, but don't use    | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 |
| 4. Sold                   | <input type="checkbox"/> 4 | <input type="checkbox"/> 4 | <input type="checkbox"/> 4 | <input type="checkbox"/> 4 |
| 5. Junked                 | <input type="checkbox"/> 5 | <input type="checkbox"/> 5 | <input type="checkbox"/> 5 | <input type="checkbox"/> 5 |
| 6. Lost                   | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 |
| 7. Stolen                 | <input type="checkbox"/> 7 | <input type="checkbox"/> 7 | <input type="checkbox"/> 7 | <input type="checkbox"/> 7 |
| 8. Other (please specify) | <input type="checkbox"/> 8 | <input type="checkbox"/> 8 | <input type="checkbox"/> 8 | <input type="checkbox"/> 8 |
| (26)                      | (27)                       | (28)                       | (29)                       |                            |
14. Which set do you consider to be your main television? (CHECK ONLY ONE)
- |                            |                            |                            |                            |
|----------------------------|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
|----------------------------|----------------------------|----------------------------|----------------------------|
- (30)
15. In which room in your home do you usually use this set? (CHECK ONLY one per TV)
- |                           | Newest<br>Color TV         | 2nd<br>Newest<br>Color TV  | 3rd<br>Newest<br>Color TV  | 4th<br>Newest<br>Color TV  |
|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| 1. Set not in use         | <input type="checkbox"/> 1 | <input type="checkbox"/> 1 | <input type="checkbox"/> 1 | <input type="checkbox"/> 1 |
| 2. Family Room/Playroom   | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 |
| 3. Living Room            | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 |
| 4. Bedroom                | <input type="checkbox"/> 4 | <input type="checkbox"/> 4 | <input type="checkbox"/> 4 | <input type="checkbox"/> 4 |
| 5. Kitchen                | <input type="checkbox"/> 5 | <input type="checkbox"/> 5 | <input type="checkbox"/> 5 | <input type="checkbox"/> 5 |
| 6. Study/Den/Library      | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 |
| 7. Other (please specify) | <input type="checkbox"/> 7 | <input type="checkbox"/> 7 | <input type="checkbox"/> 7 | <input type="checkbox"/> 7 |
| (31)                      | (32)                       | (33)                       | (34)                       |                            |
16. How many color television sets do you now own? \_\_\_\_\_ (35-36)
17. How many of these color televisions are in working order? \_\_\_\_\_ (37-38)
18. How many of these color televisions are in use? \_\_\_\_\_ (39-40)
19. How likely are you to purchase a color television in the next 12 months?
- Very Likely.....☐1
- Somewhat Likely.....☐2
- Not at all Likely....☐3
- (41)